



**ALDIE VOLUNTEER FIRE DEPARTMENT, INC.**

P. O. Box 366  
39459 John Mosby Highway  
Aldie, VA 20105-0366  
(703) 327-6712  
[www.aldiefire.org](http://www.aldiefire.org)

February 2011

Dear Neighbor:

On Saturday, October 15, 2011, the Aldie Volunteer Fire Department will host our annual "Aldie Firequacker Duck Race" fundraiser during the Aldie Harvest Festival.

We are in need of businesses and individuals to sponsor the 2011 Aldie Firequacker Duck Race in order to make the race a success. Last year, we had nearly thirty sponsors for our race, and we raced over 2,200 ducks in Little River! You, your company, or organization has a tremendous opportunity to be a part of this great community event, gaining visibility, credibility, and customers. Plus, it is a lot of fun!

There are a variety of sponsorship packages to fit your needs, as outlined in the enclosed information. Sponsors also get to compete in a special Sponsors-Only Race for the "Fire Duck" Award and bragging rights until next year's race. Your tax deductible sponsorship will allow us to make the 2011 Firequacker Duck Race the best ever!

Attached to this letter, you will find race information and a sponsorship registration form. *If we have enough sponsors funding the 2011 Aldie Firequacker Duck Race, our goal is to have at least one "Lucky Duck" worth \$100,000 should it win!* (This prize would be from an event prize insurance company - refer to the attached FAQ information sheet for details). **Your sponsorship is our race budget!**

We hope that you will consider becoming a sponsor of the 2011 Aldie Firequacker Duck Race and helping us to serve our community while helping to promote your business. Please also consider becoming a Duck Dealer and helping us to sell ducks while drawing customers into your business in the process. Should you have any questions, please call the fire station, visit our web site at [www.aldiefire.org](http://www.aldiefire.org), or e-mail us via [duckrace@aldiefire.org](mailto:duckrace@aldiefire.org).

Photos and video of the 2010 Aldie Firequacker Duck Race may be found on our "official" race page, [www.facebook.com/AldieFirequackerDuckRace](http://www.facebook.com/AldieFirequackerDuckRace).

For information about the Aldie Harvest Festival, please visit [www.villageofaldie.com](http://www.villageofaldie.com).

Thank you for your continued support! We look forward to you and/or your business being a part of this fun-filled event!

Sincerely,

Mike Carter, 2011 Firequacker Duck Race Coordinator

**Aldie Volunteer Fire Department  
2011 Firequacker Duck Race**

**F.A.Q.'s: Frequently Asked Questions**

**Q: What is the Aldie Firequacker Duck Race?**

**A:** The Aldie Firequacker Duck Race is held as a fundraiser for the Aldie Volunteer Fire Department (an IRS 501 (c)(3) non-profit organization) during the Aldie Harvest Festival. Plastic ducks are "adopted" by donation and then raced in Little River adjacent to the Aldie Fire Station. Sponsor's Ducks will be dropped into the river for a Sponsors-only Race at 3 PM, with the Aldie Firequacker Race scheduled for 4 PM. The ducks race several hundred yards through a series of currents and obstructions (a.k.a. the "Obsduckle Course") until they cross through the "Quack Pipe" Finish Line. The Aldie Firequacker Ducks are each numbered to correspond to an adoption number, and will be pulled out of the river in order of arrival through the Quack Pipe. Winners need not be present to win. This is a rain or shine event. If river conditions are unsafe or unfavorable, the winners will be selected via a raffle drawing.

**Q: What is the Aldie Harvest Festival?**

**A:** The Aldie Harvest Festival is an annual village-wide event *with no admission charges* that the entire family can enjoy. This year the festival will be held on Saturday, October 15, 2011 from 8 AM until 5 PM. Several thousand people converge on Aldie during the festival, which features vendors, churches, and local organizations that fill the village with arts and crafts, games and activities for the kids, bands, and great food. There are Civil War and other historical reenactments, and the 200 year old Aldie Mill grinds grain with its dual overshot water powered mill wheels. Our mascot, "Chuck the Duck", appears throughout the village during the festival to promote the Aldie Firequacker Duck Race.

**Q: What are the Firequacker Duck Race prizes?**

**A:** The 2011 Prize List will depend on our sponsorship success. In previous years, prizes have included cash, TV's, gift certificates, and other items. **In addition to these prizes, should we have enough sponsor participation, our goal for the 2011 Aldie Firequacker Duck Race is to have a "Lucky Duck" worth \$100,000 should that duck win the race!** The Lucky Duck would involve the first ten ducks crossing through the Quack Pipe being checked against a random pre-selected duck number. Should one of these ducks match that number, the winner would receive \$100,000 from an event prize insurance company.

**Q: Why does a fire department need a fundraiser? Isn't that why we pay taxes?**

**A:** The Aldie Volunteer Fire Department receives only partial funding from taxes. A great portion of our operating expenses and vehicle payments are covered by funds raised by donations and fundraising activities. Payments, fuel, and maintenance on our fire engines are almost \$100,000 per year out of an operating budget that isn't much more.

**Q: I cannot sponsor financially. How can I help?**

**A:** While we primarily need financial sponsorship so that we can cover advertising and other costs, we will also gladly consider prize donations (if the prize has a value of \$50 or more). We also need help selling ducks before the race and on race day, helping out with race related activities, etc. Any and all help is greatly appreciated!

**Q: How/Where Do I Buy an Aldie Firequacker Duck?**

**A:** In the weeks and months leading up to the event, ducks will be sold by Aldie VFD members, the Aldie Fire Station, and from authorized "Duck Dealers" who help with and/or sponsor the Firequacker Duck Race. Ducks will also be available for adoption the day of the event until around 3:00 PM (unless all ducks have been previously adopted). Sponsors have the option of becoming Duck Dealers. It is our intent to begin selling ducks on or around Saturday, May 21, 2011, during the Aldie "Treasures on the Turnpike" Village Yard Sale.



**Aldie Volunteer Fire Department  
2011 Firequacker Duck Race Sponsorship Information**

The 2011 Aldie Firequacker Duck Race will be held at 4 PM, Saturday, October 15, 2011, during the Aldie Harvest Festival. **Sponsorship levels are as follows:**

**DUCK DEALER: \$25 Donation**

Duck Dealers agree to sell ducks for the race, and also receive:

- Recognition throughout race day,
- One Duck (you select the name) for the Sponsors-only race,
- Your business name and/or logo used in advertising, (please e-mail us your logo in .jpg format), and
- Link to your business name on the [www.aldiefire.org](http://www.aldiefire.org) website.

**WHACKY WADDLER SPONSOR: \$50 Donation**

- Recognition throughout race day,
- Your business name and/or logo used in advertising, (please e-mail us your logo in .jpg format),
- Link to your business name on the [www.aldiefire.org](http://www.aldiefire.org) website,
- One Duck (you select the name) for the Sponsors-only race,
- One "Quack Pack" (6 Firequacker Ducks) to use for promotions, employee incentives, or gifts, and
- Option as a Duck Dealer.

**SPEEDY SWIMMER SPONSOR: \$100 Donation**

- Recognition throughout race day,
- Your business name and/or logo used in advertising, (please e-mail us your logo in .jpg format),
- Link to your business on the [www.aldiefire.org](http://www.aldiefire.org) website,
- One Duck (you select the name) for the Sponsors-only race,
- One "Quacker's Dozen" (13 Firequacker Ducks) to use for promotions, employee incentives, or gifts, and
- Option as a Duck Dealer.



**KING QUACK SPONSOR: Donation of \$250 or more**

- Recognition throughout race day,
- Your business name and/or logo used in advertising, (please e-mail us your logo in .jpg format),
- Link to your business on the [www.aldiefire.org](http://www.aldiefire.org) website,
- One Duck (you select the name) for the Sponsors-only race,
- A 10' x 10' sponsor booth space at the Aldie Fire Station during the race day (if spaces remain- - space is limited, first come, first serve; you provide booth, table, and any banners you want to display, etc.),
- One "Quack Attack" (27 Firequacker Ducks) to use for promotions, employee incentives or gifts, and
- Option as a Duck Dealer.

**All requests for sponsorship must be received by the Aldie Volunteer Fire Department by May 1, 2011 in order for advertisements and Duck Adoption Forms to be prepared. The Aldie Volunteer Fire Department reserves the right to deny any request for sponsorship.**

**Aldie Volunteer Fire Department  
2011 Firequacker Duck Race Sponsorship Registration**

**All requests for sponsorship must be received by the Aldie Volunteer Fire Department by May 1, 2011 in order for advertisements and Duck Adoption Forms to be prepared. The Aldie Volunteer Fire Department reserves the right to deny any request for sponsorship.**

Sponsoring Person or Company Name: (list name as it is to appear in publicity)

\_\_\_\_\_

Sponsor's Desired Duck Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Sponsor Addresses: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Sponsor Website: \_\_\_\_\_

Description of Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Category: \_\_\_\_\_ Amount or Value of Prize Donated: \_\_\_\_\_

Do you have a mascot who can appear at the race with "Chuck the Duck"? Yes \_\_\_\_\_ No \_\_\_\_\_

Would you like to be a Duck Dealer? Yes \_\_\_\_\_ No \_\_\_\_\_

(Please e-mail your company logo in .jpg format to [duckrace@aldiefire.org](mailto:duckrace@aldiefire.org) so it can be included in ads)

Method of Payment (check one):

PayPal\*: \_\_\_\_\_ (via [www.aldiefire.org/store](http://www.aldiefire.org/store)) Cash: \_\_\_\_\_ Check: \_\_\_\_\_ (check payable to: Aldie VFD)

\*If paying via PayPal, please follow up with us via [duckrace@aldiefire.org](mailto:duckrace@aldiefire.org) to ensure that required information is obtained for your sponsorship.

For more information: 703-327-6712 or e-mail: [duckrace@aldiefire.org](mailto:duckrace@aldiefire.org)

Please mail check & completed form to:

**Aldie Volunteer Fire Department, Inc.  
Attn: Duck Race  
PO Box 366  
Aldie, VA 20105-0366**